

## ORDER



**Orders**  
**Order / Rev:** 725207  
**Alt Order #:** 06398052  
**Product Desc:** NRA-ILA  
**Estimate:** 3511  
**Flight Dates:** 10/29/12 - 11/05/12  
**Original Date / Rev:** 10/26/12 / 10/26/12  
**Order Type:** Political

## WKYC

**Primary AE:** Joe Knauer  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency Name:** American Media & Advocacy Grp/ POI  
**Buying Contact:**  
**Billing Contact:**  
 815 Slaters Lane  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** NRA  
**Demographic:** A25-54  
**Product Codes:** IS-Issue/Non  
**Priority:** P-5  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	14	\$35,600.00	\$30,260.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	14	\$35,600.00	\$30,260.00	0.00
<b>Totals</b>	<b>14</b>	<b>\$35,600.00</b>	<b>\$30,260.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKYC	11/02/12	11/02/12	Tonight Show Tonight Show	CM	1135p-1237a	----F--	:30	1	\$2,800.00	P-5	0.00	NM	1	\$2,800.00
1.MUR TONITE SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--		1				\$2,800.00		0.00			
2	WKYC	11/02/12	11/02/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	----F--	:30	2	\$2,500.00	P-5	0.00	NM	2	\$5,000.00
J FALLON-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--		2				\$2,500.00		0.00			
3	WKYC	10/29/12	11/05/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	M-----	:30	2	\$2,500.00	P-5	0.00	NM	4	\$10,000.00
J FALLON-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----		2				\$2,500.00		0.00			
Week:		11/05/12	11/11/12	M-----		2				\$2,500.00		0.00			
4	WKYC	11/01/12	11/01/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	---T---	:30	2	\$2,500.00	P-5	0.00	NM	2	\$5,000.00
J FALLON-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---		2				\$2,500.00		0.00			
5	WKYC	10/30/12	10/30/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	-T-----	:30	2	\$2,500.00	P-5	0.00	NM	2	\$5,000.00
J FALLON-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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Alt Order #: 06398052  
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Advertiser: NRA  
Product Desc: NRA-ILA  
Estimate: 3511

**WKYC**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
5	WKYC	10/30/12	10/30/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	-T-----	:30	2	\$2,500.00	P-5	0.00	NM	2	\$5,000.00
J FALLON-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	-T-----		2		\$2,500.00		0.00					
6	WKYC	10/31/12	10/31/12	Tonight Show Tonight Show	CM	1135p-1237a	--W----	:30	1	\$2,800.00	P-5	0.00	NM	1	\$2,800.00
1.MUR TONITE SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	--W----		1		\$2,800.00		0.00					
7	WKYC	10/31/12	10/31/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	--W----	:30	2	\$2,500.00	P-5	0.00	NM	2	\$5,000.00
J FALLON-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	--W----		2		\$2,500.00		0.00					
													Totals	14	\$35,600.00